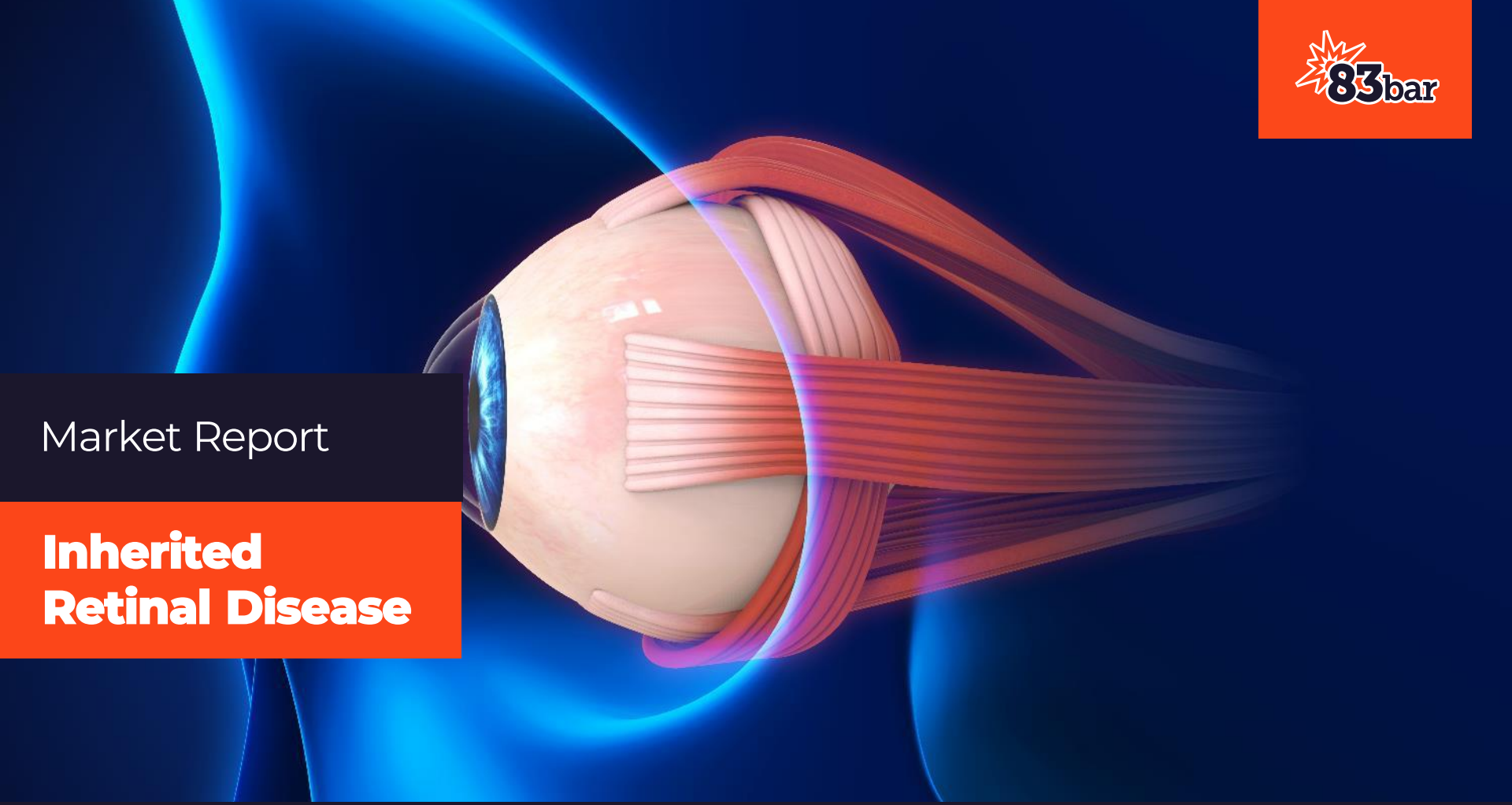


Market Report

Inherited Retinal Disease

Objective

- Conduct market research to locate patients with Inherited Retinal Disease, gauge their interest in participating in a clinical study, and determine their eligibility to participate
- Utilize Facebook ads to attract patients and direct them to a dedicated landing page and survey

Key Metrics

- Number of unique survey submissions
- Number of qualified leads
- Number of qualified leads per region
- Survey data

Definition of a Qualified Lead

- Men and women, ages 18-65+
- Experiencing symptoms of inherited retinal disease
- Resident of the United States
- Not qualified to take an IRD genetic test if diagnosed with:
    - Age-related macular degeneration
    - Ocular/oculocutaneous albinism

Process

Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women who are experiencing symptoms of Inherited Retinal Disease

Facebook Ad Targeting

- Men and Women / Age 18-65+

Geo-Target

- United States (Nationwide)

Results

Run Dates

- December 7 - 10, 2019

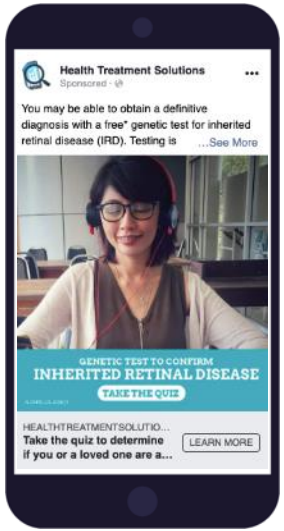
Acquisition Metrics

- 38 unique survey submissions
- 31 leads qualified to take a genetic test
- 2 leads with formal diagnosis
    - Retinitis Pigmentosa (RP)
    - Acute Posterior Multifocal Placoid Pigment Epitheliopathy
- 26 qualified leads that opted into future communication

Attract patients who need treatment

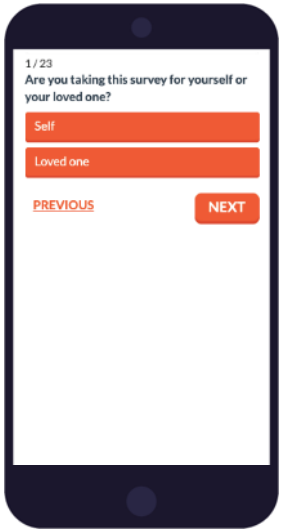
Optimized to ensure high consumer engagement

Social Media



Landing Page

Symptoms



Submit

Our Goals

- Generate clicks with illustrated ads that stand out in social newsfeed
- Optimize percentage of respondents who complete survey with engaging experience

Attract → **Engage** → **Qualify** → **Collect**

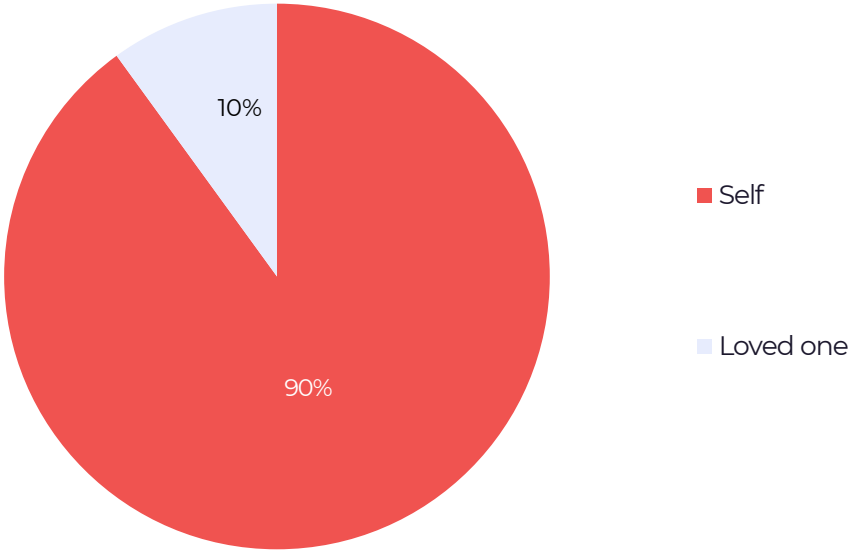
Creative Messaging – Test Design

Process

- Eight Facebook ads that point to one unique landing page with an embedded survey
- One market research survey designed to connect with patients who have inherited retinal disease or symptoms of inherited retinal disease and gauge their interest in taking a free genetic test to confirm their diagnosis
- One unique qualified thank you page with links to educational websites
- One unique disqualified thank you page with links to educational websites
- The ad images featured Inherited Retinal Disease imagery designed to resonate with the patient population
- Ad copy tested different keyword concepts and text to find the most appropriate and engaged potential participants

Image Assets Tested

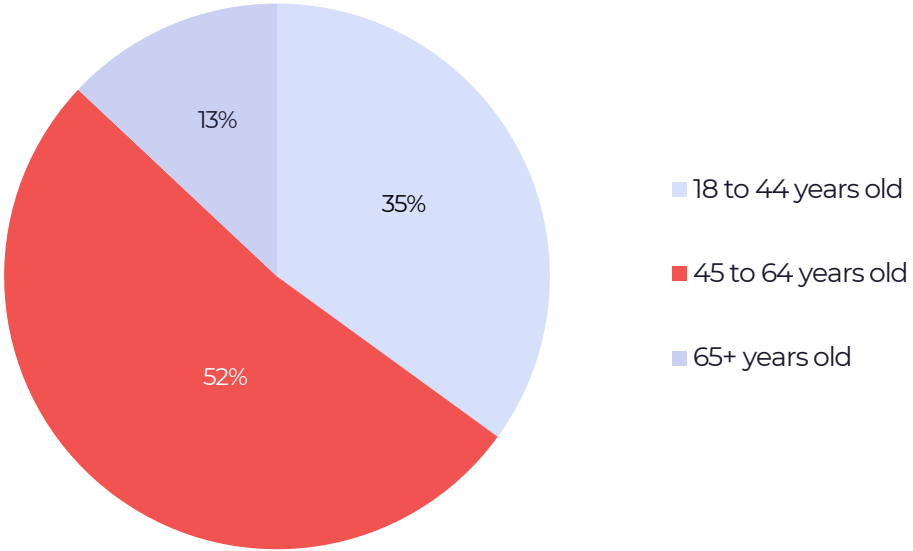
Are you taking this survey for yourself or a loved one?



Key Findings

- The graph represents data from 31 qualified leads
- 90% of all qualified respondents took the survey for their own self

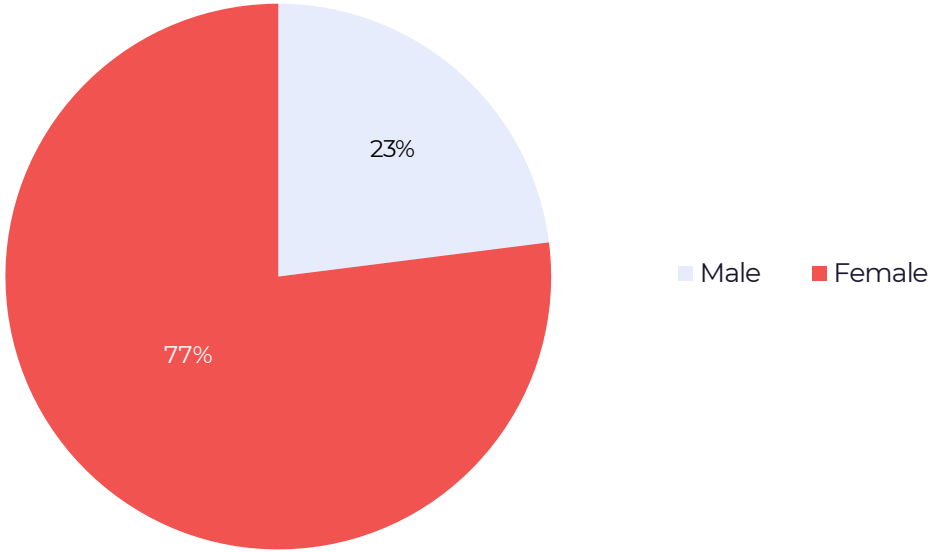
How old are you?



Key Findings

- The graph represents data from 31 qualified leads
- Respondents were asked to answer the question as the person they are taking the survey for
- 52% of all qualified leads are in the 45 to 64 year old age group

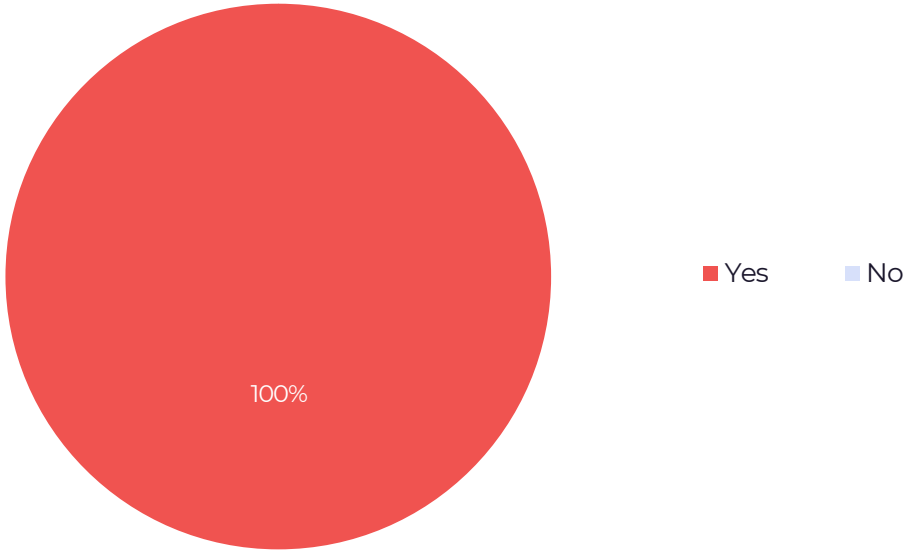
What is your gender?



Key Findings

- The graph represents data from 31 qualified leads
- Respondents were asked to answer the question as the person they are taking the survey for
- 77% of all qualified leads are female

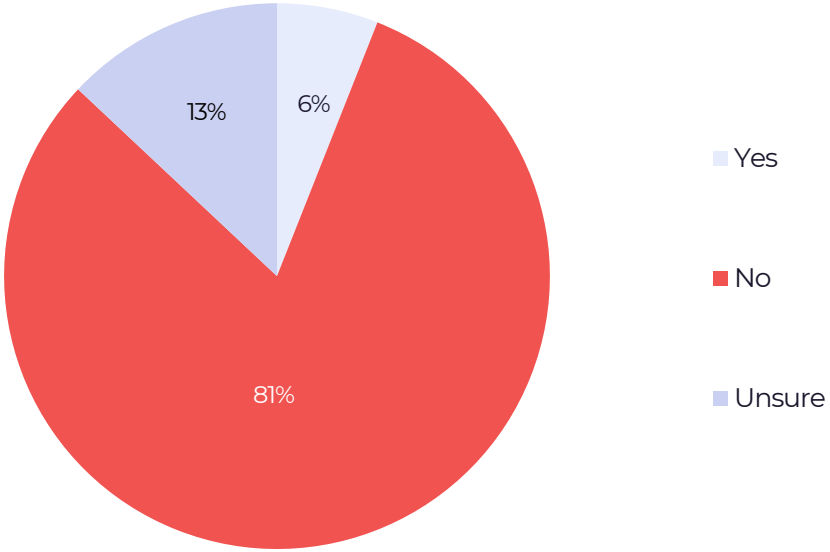
Are you a resident of the United States?



Key Findings

- This slide represents data from 31 qualified leads
- In order to qualify for the free genetic test, leads must be a resident of the United States. Therefore, 100% of qualified leads are US residents.
- If a respondent indicated that they are not a resident, they were led to question five and did not proceed to complete the survey.
- Of the 38 total surveys received, all respondents indicated they are US residents.

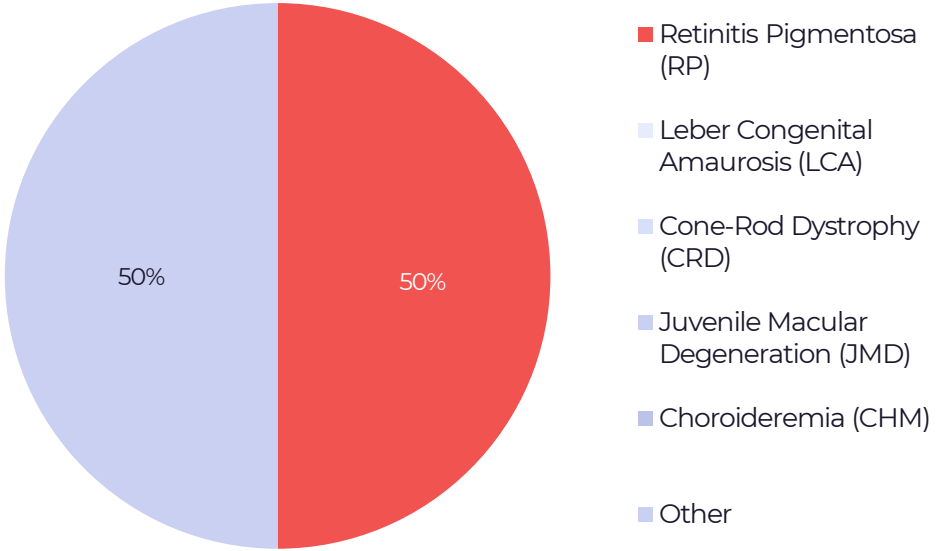
Have you received a diagnosis for an inherited retinal disease (IRD)?



Key Findings

- The graph represents data from 31 qualified leads
- Per the inclusion/exclusion criteria, qualified respondents were not required to have a formal diagnosis
- 81% of qualified leads do not have a formal diagnosis
- 13% of qualified leads are unsure of their diagnosis
- 6% have a formal diagnosis

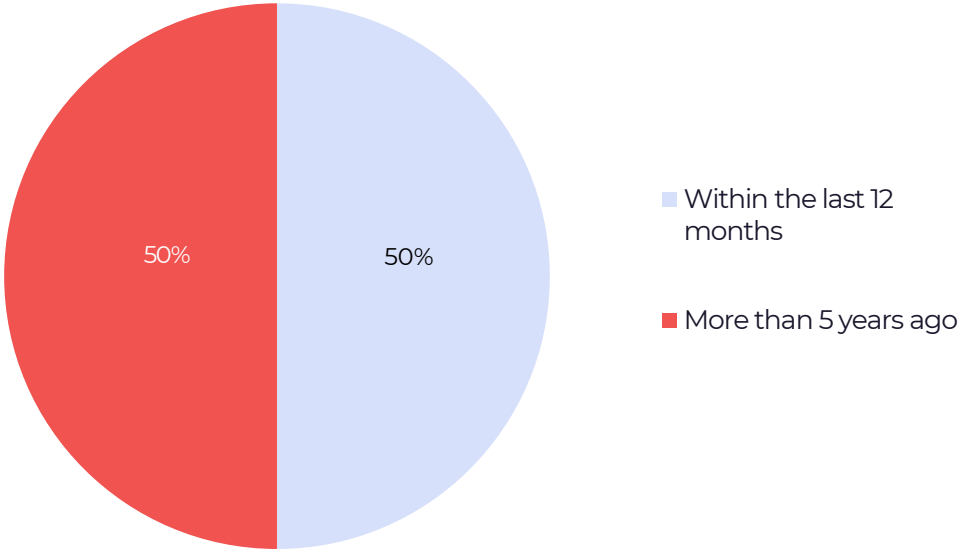
Is the diagnosis for any of the following IRDs?



Key Findings

- Question seven is a conditional question that is only shown to leads who report having an IRD diagnosis
- Leads were asked to check all that apply
- Leads that selected ”other” were led to follow-up question 8
- Two of the 31 qualified leads report having an IRD diagnosis: One lead selected Retinitis Pigmentosa (RP) and one lead entered Acute Posterior Multifocal Placoid Pigment Epitheliopathy

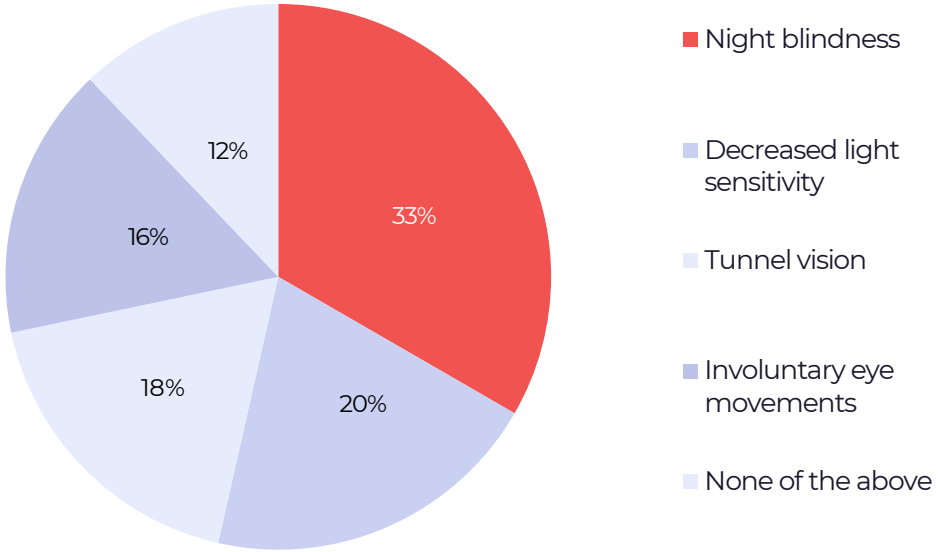
How long ago was the diagnosis made?



Key Findings

- Question nine was only shown to leads who report having an IRD diagnosis
- The lead with Acute Posterior Multifocal Placoid Pigment Epitheliopathy is a male age 18 to 44 who was diagnosed within the last 12 months. This lead experiences tunnel vision, is seeing a specialist, and is not interested in taking a genetic test due to privacy concerns.
- The lead with Retinitis Pigmentosa (RP) is a male age 45 to 64 was diagnosed more than five years ago. This lead experiences night blindness, decreased light sensitivity, tunnel vision, blindness (complete or partial), and their symptoms first surfaced at age 13 to 19 years. This lead is not currently seeing a specialist because it hasn't helped in the past and would like to take a genetic test.

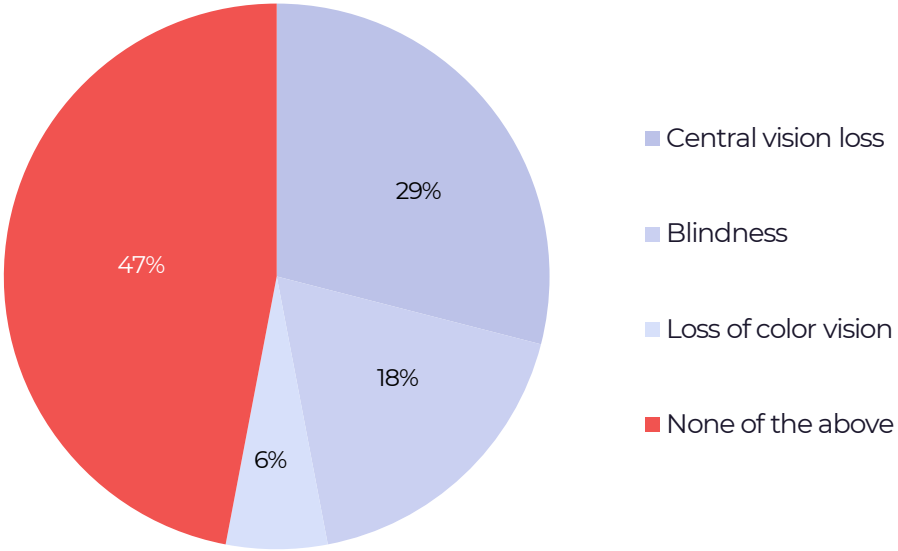
Are you experiencing any of the following symptoms? (Question 1 of 2)



Key Findings

- The graph represents data from 31 qualified leads
- 33% of all qualified leads experience night blindness; 20% experience decrease light sensitivity; 18% experience tunnel vision; 16% experience involuntary eye movements; and 12% report none of the above
- Out of the 31 qualified leads, only five selected none of the above on both question 10 and 11, and only two of the qualified leads that consented to future contact selected none of the above on both questions.

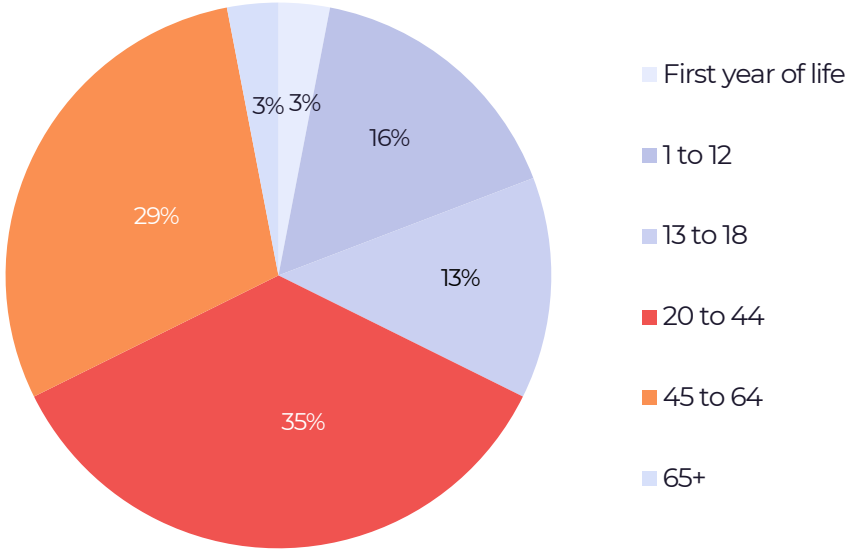
Are you experiencing any of the following symptoms? (Question 2 of 2)



Key Findings

- The graph represents data from 31 qualified leads
- 29% of all qualified leads report central vision loss; 18% report blindness (complete or legal); 6% report loss of color vision; and 47% report none of the above
- Out of the 31 qualified leads, only five selected none of the above on both question 10 and 11, and only two of the qualified leads that consented to future contact selected none of the above on both questions.

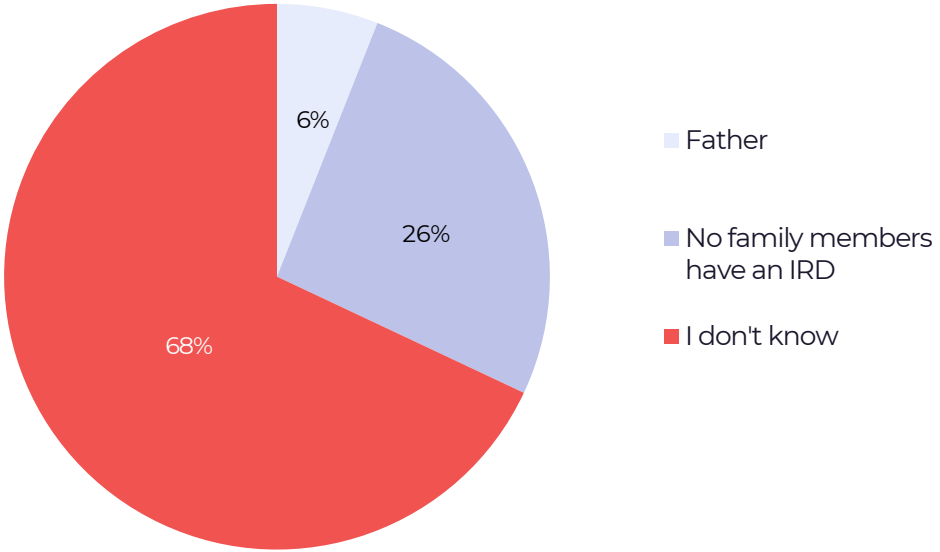
When did symptoms first surface?



Key Findings

- The graph represents data from 31 qualified leads
- 35% of qualified leads say their symptoms first surfaced when they were 20 to 44 years old

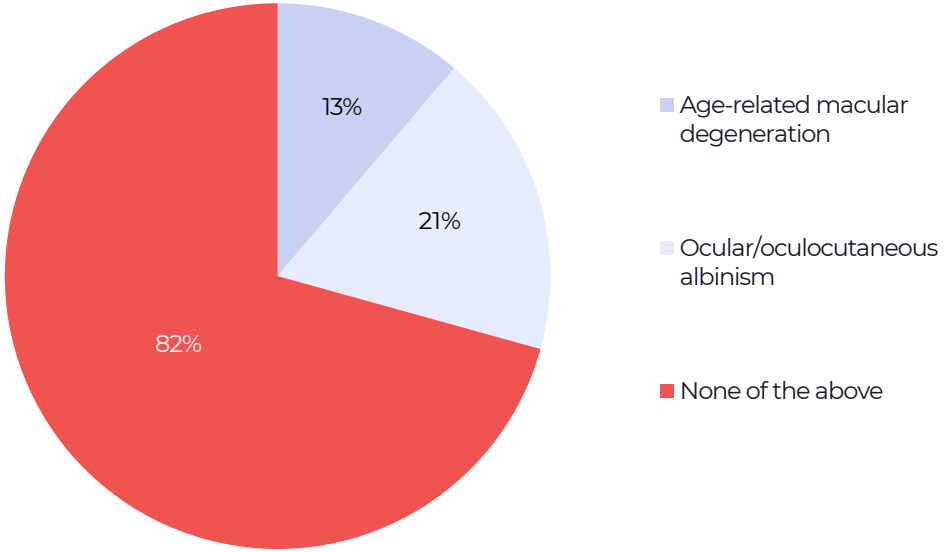
Do any of your family members suffer from inherited retinal disease?



Key Findings

- The graph represents data from 31 qualified leads
- Per the inclusion/exclusion criteria, qualified respondents were not required to know whether a family member suffers from inherited retinal disease

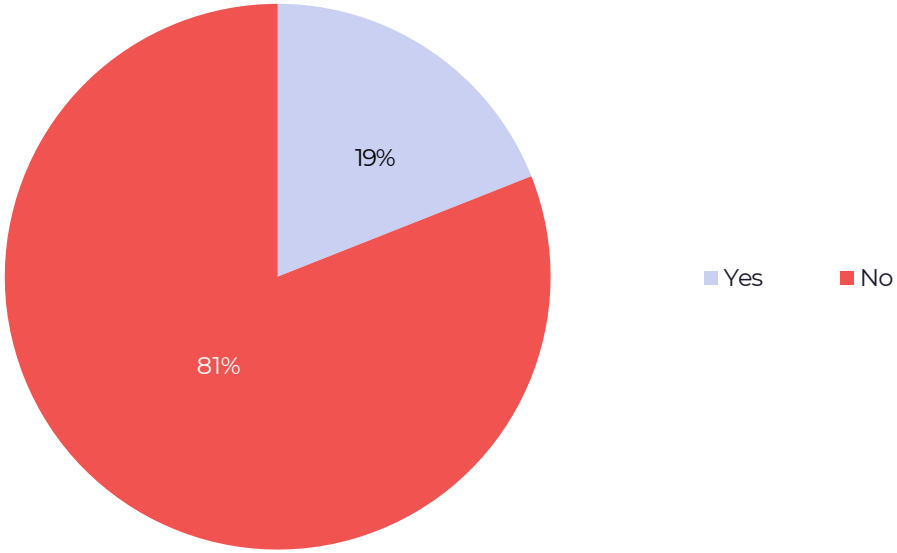
Have you been diagnosed with either of the following?



Key Findings

- The graph represents data from 38 survey submissions
- Per the inclusion/exclusion criteria, respondents with age-related macular degeneration or ocular/oculocutaneous albinism are not qualified to take the genetic test for IRD
- Respondents were asked to check all that apply
- 79% of respondents do not have one of these two conditions
- One respondent reports having both

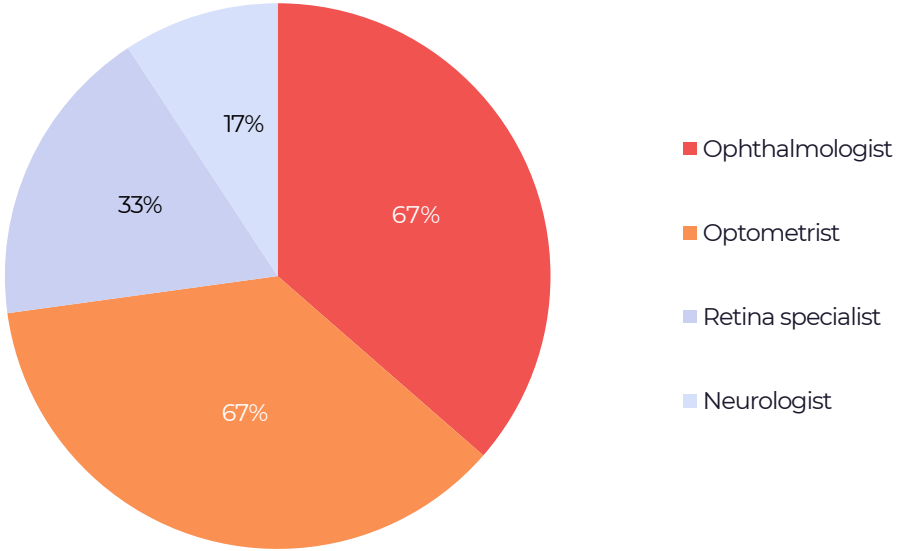
Does a healthcare provider help you manage your symptoms or with your IRD management plan?



Key Findings

- The graph represents data from 31 qualified leads
- 81% of qualified leads are not currently seeing a healthcare provider
- Leads that are seeing a healthcare provider were led to question 16
- Leads that are not seeing a healthcare provider were led to question 17

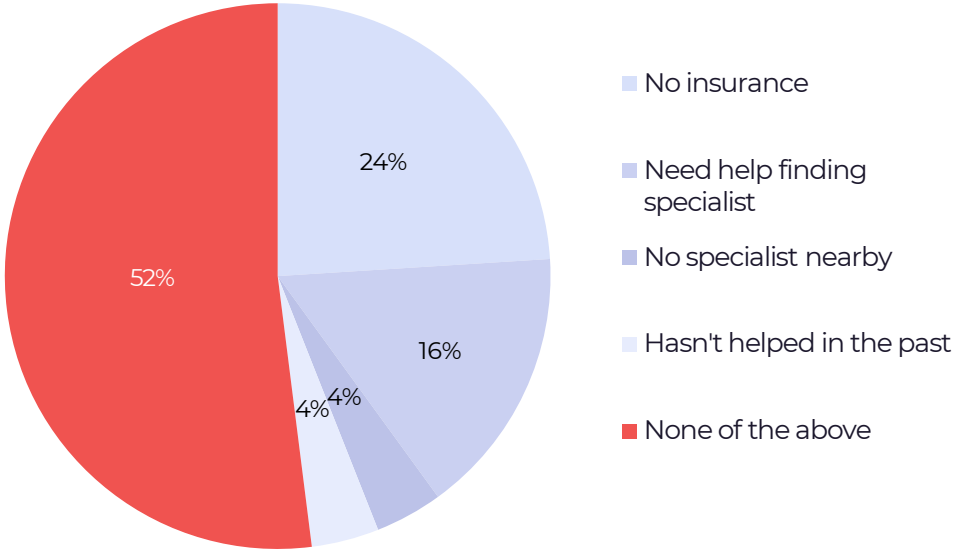
What type of provider?



Key Findings

- Question 16 is a conditional question that is only shown to leads who report having a healthcare provider that helps manage their symptoms or with their IRD management plan
- The graph represents data from 6 qualified leads
- Respondents were asked to check all that apply

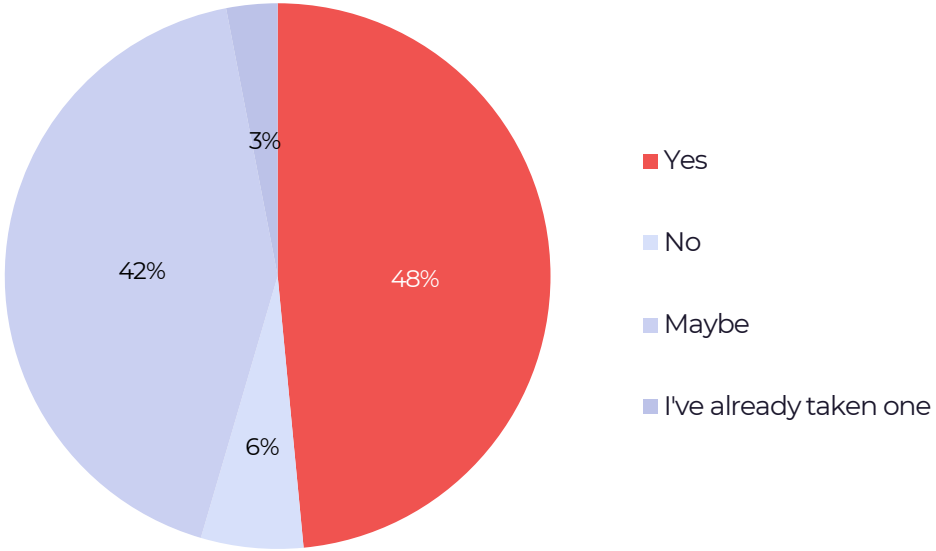
What prevents you from seeking care?



Key Findings

- Question 17 is a conditional question that is only shown to leads who report not having a healthcare provider to help manage their symptoms or with their IRD management plan
- The graph represents data from 25 qualified leads
- 52% of leads selected none of the above; 24% of leads report not having insurance; and 16% need help finding a specialist
- Of those that selected “none of the above”, 12 indicated they are or might be interested in taking a genetic test.

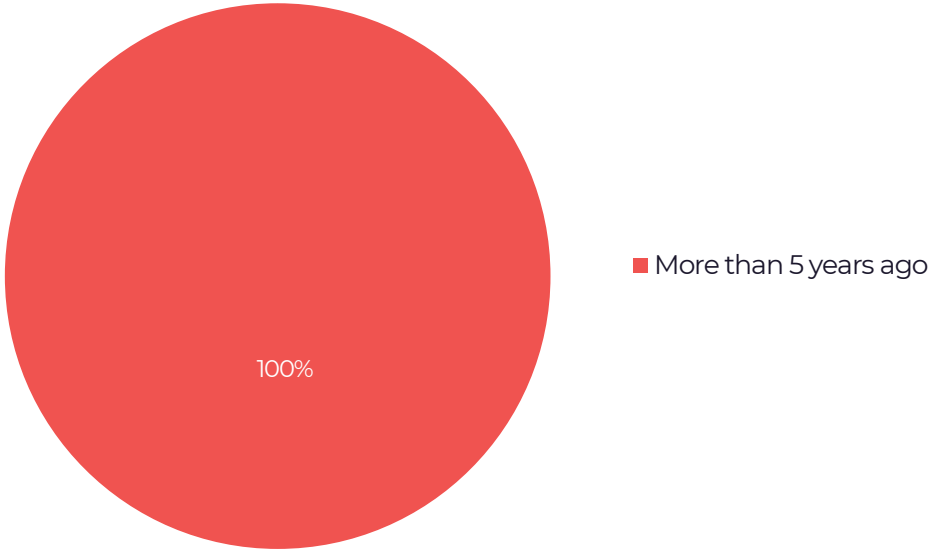
Are you interested in genetic testing to confirm the IRD diagnosis?



Key Findings

- The graph represents data from 31 qualified leads
- 48% of qualified leads are interested in genetic testing for IRD
- 42% said maybe while 6% said no

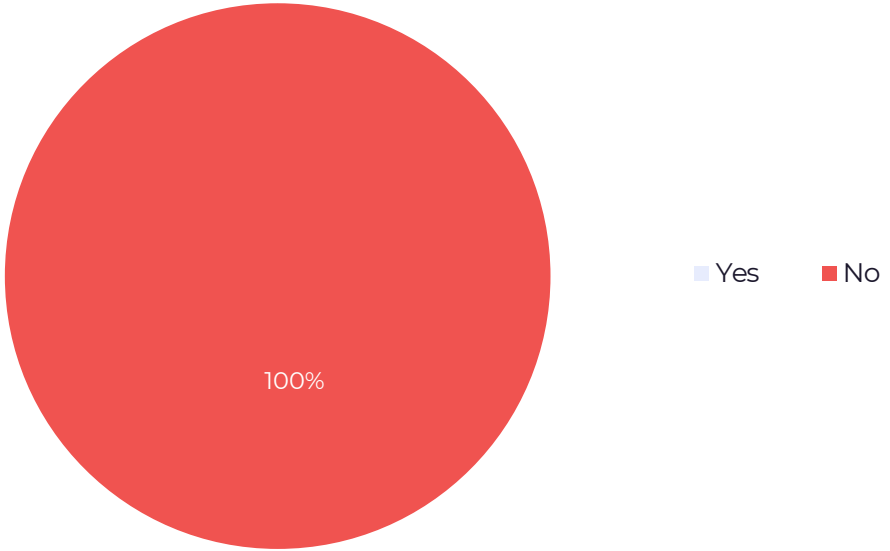
How long ago was the genetic test taken?



Key Findings

- Question 19 is a conditional question that is only shown to leads who say they have already taken a genetic test
- The graph represents data from 1 qualified lead
- One qualified lead has already taken a genetic test more than five years ago
- This lead was led to question 20 to gauge their interest in taking another genetic test

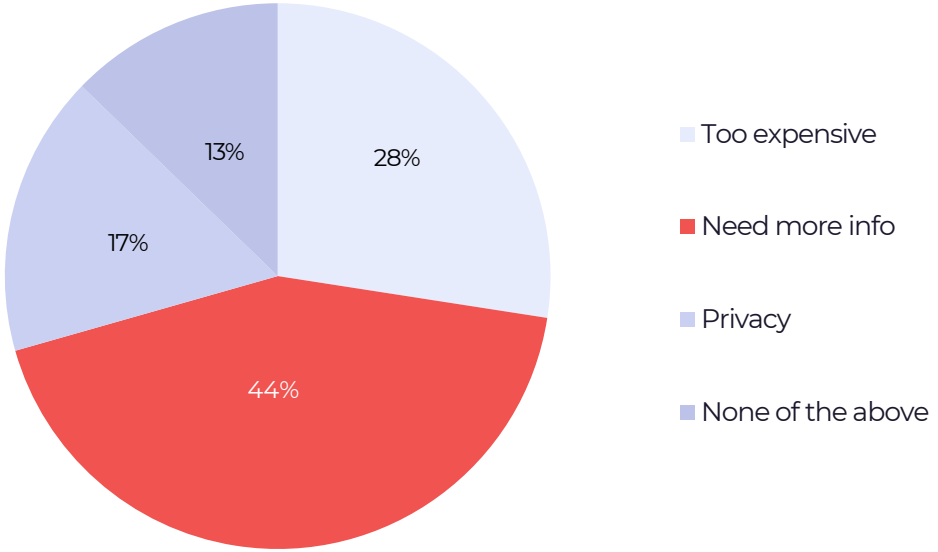
Are you interested in taking another genetic test for inherited retinal disease?



Key Findings

- Question 20 is a conditional question that is only shown to leads who say they have already taken a genetic test
- The graph represents data from 1 qualified lead
- The respondent was lead to question 21 to follow-up on their concerns about genetic testing
- The respondent is not interested in taking a second genetic test due to concerns about the privacy of their results and not enough information.

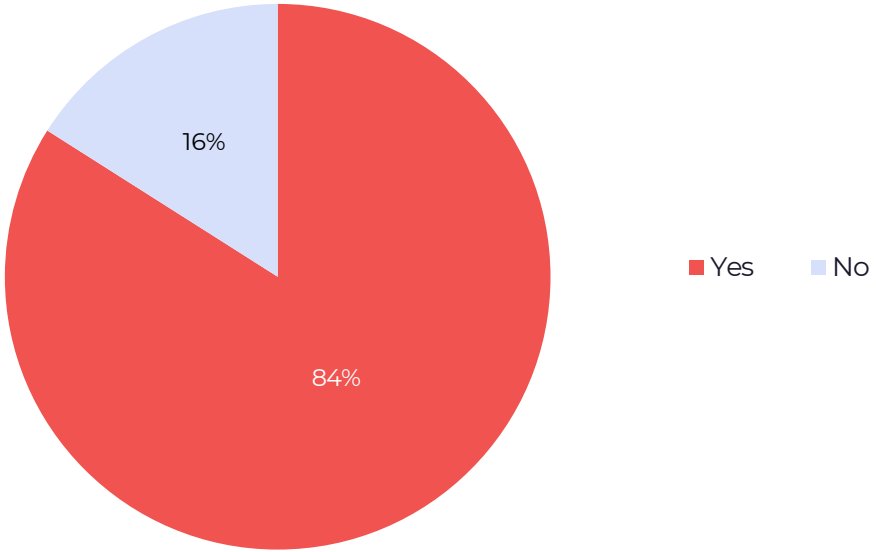
What concerns do you have about genetic testing?



Key Findings

- Question 21 is a conditional question that is only shown to leads who say they do not want to take a genetic test for IRD or they might take a genetic test
- The graph represents data from 16 qualified leads
- 44% of respondents say they need more information before deciding; 28% say the cost is prohibitive; and 17% are concerned about the privacy of their results
- The 83bar rapid response call center can address these concerns and provide information that will help activate leads to make an informed decision.

May we contact you about genetic testing for inherited retinal diseases?



Key Findings

- The graph represents data from 31 qualified leads
- 84% of qualified leads opted into future communication

Pressure Test Learnings – Patient Profile

Profile

- Female / Age 45-64
- Residing in the United States
- Not formally diagnosed with Inherited Retinal Disease
- Symptoms first surfaced when they were 20-44 years old
- Open to future communication on genetic testing

Common Symptoms

- **Seeing floating specks or cobwebs**
- **Blurred or distorted vision**
- **Defects in the side vision**
- **Lost vision**

Inherited retinal diseases—or IRDs—are a group of diseases that can cause severe vision loss or even blindness. Each IRD is caused by at least one gene that is not working as it should. IRDs can affect individuals of all ages, can progress at different rates, and are rare. However, many are degenerative, which means that the symptoms of the disease will get worse over time.

Findings

- **83bar can find and qualify individuals that are either diagnosed with Inherited Retinal Disease (IRD) or who are currently experiencing its symptoms.** 38 interested respondents experiencing Inherited Retinal Disease symptoms were attracted to the mobile social ad set and were converted from ad to survey with full completion and form fills within a four-day period.
- **The market research survey confirmed the profile of patients with IRD symptoms.** 31 respondents qualified for genetic testing. Twenty-six qualified leads consented to future communication about genetic testing. Two leads have a formal diagnosis: Retinitis Pigmentosa (RP) and Acute Posterior Multifocal Placoid Pigment Epitheliopathy.
- **Call center screening will likely be required to help screen for criteria that are beyond patient knowledge.** Experienced, medically-knowledgeable 83bar patient activation agents can help clarify. It may be advisable to consider identifying low-knowledge "partially screened" prospective patients with IRD symptoms for screening.
- Given the highly clinical inclusion/exclusion criteria for clinical trials, utilization of the 83bar Call Center is recommended to further qualify leads and better establish timelines.
- Targeted social media outreach with high patient activation is a feasible approach and recommended given:
    - Industry leading CPL
    - Ad concepts that strongly connect with a highly targeted audience

For more information visit

www.83bar.com